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Briggs Equipment Selects the Customer Engagement Equipment Dealer Solution for Microsoft Dynamics 365 as CRM Platform and Edgewater Fullscope as Technology Partner

Increasing Customer Engagement with Process and Technology

Athens, AL, Sept. 06, 2017 (GLOBE NEWSWIRE) -- Fullscope, Inc., a wholly-owned subsidiary of Edgewater Technology, Inc. (NASDAQ: EDGW) ("Edgewater Fullscope"?) and leading provider of Microsoft Dynamics 365 (formerly Dynamics AX and CRM), is pleased to announce that Briggs Equipment has selected the [Customer Engagement Equipment Dealer Solution for Microsoft Dynamics 365](#) to elevate their customer experience through sales, service and marketing efforts.

Briggs Equipment is the largest dealer in material handling solutions in the world and serves a wide variety of market segments. Briggs has committed itself to delivering superlative customer experience and aggressive growth targets. It needs a CRM system that can deliver the same, while flexing to accommodate Briggs's various Go-to-Market models and absorbing the complexities ensuing rapid growth. Briggs worked with Edgewater Fullscope to help plan and define the business outcomes that they want to drive with a CRM solution. Briggs then selected Microsoft Dynamics 365 to support that plan in order to meet their goals and they chose Edgewater Fullscope as their implementation partner, given their depth of CRM experience and their Customer Engagement Equipment Dealer Solution.

"We are poised for tremendous growth and need a solution that enables us to better serve our customers, while keeping our vision pillars of Safety First, Financial Performance and Dealer Excellence foremost in our line of sight. We chose to partner with Microsoft Dynamics 365 for sales, marketing and service with the expertise of Edgewater Fullscope to develop a solution that fits exceptionally well with who we are and where we want to go in terms of the business changes desired,"? said Courtney Harvey, Senior Vice President, Operations at Briggs Equipment.

"We look forward to working with Briggs Equipment. They have a tremendous opportunity to maximize client relationships and follow on sales by automating their processes with the Customer Engagement Equipment Dealer Solution and the Dynamics 365 platform,"? said David Kohar, Managing Director at Edgewater Fullscope. "In working with the Briggs team to define key target business outcomes, it was clear that they know their business deeply and are experts in material handling. Being able to take their expertise and apply it in a repeatable way, is an extra boost needed to transform their business and reach goals."?

Microsoft sees great opportunity for Briggs Equipment to leverage the complete Microsoft Dynamics 365 solution. "Briggs will now have a solution that not only addresses the back end and operations of their business, but also fully drives the front end with sales and marketing. We look forward to supporting Fullscope with their Customer Relationship Management journey with Briggs,"? said Pat Fitzhenry, Director Global ISV Partners at Microsoft.

About Briggs Equipment

Briggs Equipment Inc. is a subsidiary of Briggs International, Inc., a leading provider of premium materials handling equipment with operations in the US, UK and Mexico. Briggs International, Inc. is a subsidiary of Sammons Enterprises, Inc., an ESOP owned company with revenues over \$4 Billion. Briggs Equipment's US operations are headquartered in Dallas, Texas, with 34 locations across 8 states in the south and southeast US. Briggs Equipment is a full line materials handling distributor, offering sale of new and used equipment, rentals, parts and service solutions and fleet management programs. Briggs Equipment is the largest distributor of Yale and Hyster brands of lift trucks and fleet management services and also offers other recognized brands of allied equipment. Briggs Equipment supports its customers through its nearly 500 strong community of factory trained and certified service technicians, vast rental fleet, parts inventories, financing solutions and safety training programs. With over 1,100 associates, Briggs Equipment is recognized as a market leader in the materials handling industry with its commitment to superior customer experience, service excellence and a comprehensive portfolio of materials handling solutions. For more information, visit <http://www.briggsequipment.us>.

About Edgewater Fullscope

Edgewater Fullscope delivers innovative Microsoft ERP, CRM and BI solutions and services on premise or in the cloud to organizations in North America and Europe. The award-winning company is one of the largest resellers of Microsoft Dynamics 365 (formerly Dynamics AX and CRM). For more information, visit www.fullscope.com.

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